

ORDER



Orders
Order / Rev: 720740
Alt Order #: 06365014
Product Desc: PARKER FOR CONGRESS Flight 10/7-1
Estimate:
Flight Dates: 10/07/12 - 10/17/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

KPNX

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency Name: Jamestown Associates/ POL
Buying Contact:
Billing Contact:
 5 Mapletown Road Suite 300
 Princeton, NJ 08540

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Vernon Parker for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/17/12	57	\$26,700.00	\$22,695.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	57	\$26,700.00	\$22,695.00	101.70
Totals	57	\$26,700.00	\$22,695.00	101.70

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KPNX	10/08/12	10/12/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTWTF--	:30	5	\$500.00	P-2	1.60	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$500.00		1.60				
E 2	KPNX	10/08/12	10/12/12	M-F 10-11a Kelly	CM	10-11a	MTWTF--	:30	5	\$225.00	P-2	1.30	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$225.00		1.30				
E 3	KPNX	10/08/12	10/12/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTWTF--	:30	5	\$225.00	P-2	1.10	NM	5	\$1,125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$225.00		1.10				
E 4	KPNX	10/08/12	10/12/12	M-F 4-5p 12 News EVB	CM	4-5p	MTWTF--	:30	5	\$300.00	P-2	1.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$300.00		1.00				
E 5	KPNX	10/08/12	10/12/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTWTF--	:30	5	\$450.00	P-2	1.80	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$450.00		1.80				
E 6	KPNX	10/08/12	10/12/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTWTF--	:30	5	\$700.00	P-2	3.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/08/12	10/14/12	MTWTF--			5		\$700.00		3.00				

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Flight Dates: 10/07/12 - 10/17/12

Advertiser: Vernon Parker for Congress
Product Desc: PARKER FOR CONGRESS Flight 10/7-'
Estimate: KPNX

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KPNX	10/08/12	10/14/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTWTFSS	:30	3	\$1,300.00	P-2	3.70	NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	MTWTFSS		3				\$1,300.00		3.70			
E 8	KPNX	10/07/12	10/14/12	Sun 8-10a 12 News Sun Today	CM	8-10a	-----S	:30	2	\$250.00	P-2	1.20	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/01/12	10/07/12	-----S		2				\$250.00		1.20			
	Week:	10/08/12	10/14/12	-----S		2				\$250.00		1.20			
E 9	KPNX	10/15/12	10/17/12	M-F Today Show 7-9a NBC Today Show	CM	7-9a	MTW----	:30	3	\$500.00	P-2	1.60	NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$500.00		1.60			
E 10	KPNX	10/15/12	10/17/12	M-F 10-11a Kelly	CM	10-11a	MTW----	:30	3	\$225.00	P-2	1.30	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$225.00		1.30			
E 11	KPNX	10/15/12	10/17/12	M-F 12-1230p 12 News at Noon	CM	12-1230p	MTW----	:30	3	\$225.00	P-2	1.10	NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$225.00		1.10			
E 12	KPNX	10/15/12	10/17/12	M-F 4-5p 12 News EVB	CM	4-5p	MTW----	:30	3	\$300.00	P-2	1.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$300.00		1.00			
E 13	KPNX	10/15/12	10/17/12	M-F 5-530p M-F 5-530p	CM	5-530p	MTW----	:30	3	\$450.00	P-2	1.80	NM	3	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$450.00		1.80			
E 14	KPNX	10/15/12	10/17/12	M-F 6-630p 12 News 6pm	CM	6-630p	MTW----	:30	3	\$700.00	P-2	3.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		3				\$700.00		3.00			
E 15	KPNX	10/15/12	10/17/12	12 News 10pm M-SU 12 News 10 pm M-Su	CM	10-1035p	MTW----	:30	2	\$1,300.00	P-2	3.70	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	MTW----		2				\$1,300.00		3.70			
*Tax 1 Note: Tax 0.5%.													Totals	57	\$26,700.00

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